

"He who controls the media, controls the masses."
This frightening and sobering thought was a product of my undergraduate education 20 years ago.
That's right, the year was 1984. I imagine what is more frightening and sobering is the obvious fact that this statement is more true today than it ever has been. Overwhelmingly bias political programming simulating 'fair and balanced' news reporting and now this company's decision to air such a piece is clearly unfair and unbalanced. Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Thank you.